

ABSTRACT OF THE DISCLOSURE

A method and apparatus for content-based billing is provided. Techniques are provided for intercepting, modifying, and retransmitting a request between various entities engaged in content-based billing in the context of the World Wide Web. Various techniques such as HTTP proxy servers, wireless protocol gateways, routers, and level 41 switches may be used for intercepting the request. The request maybe modified based on numerous factors such as profile information, levels of service, and requested content. The entities that engage in content-based billing include but are not limited to users (including mobile users), content providers, access providers (including HTTP proxy servers).